

# Doing Business with VA

Presented by  
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# Our Mission

## VA Mission

**To fulfill President Lincoln's promise  
"To care for him who shall have borne the battle,  
and for his widow, and his orphan" by serving and  
honoring the men and women who are  
America's veterans.**

## OSDBU Mission

- Enable Veterans to gain access to economic opportunity by leveraging the federal procurement system and enabling participation of procurement ready small businesses.



**Choose**  **VA**

**VA**



U.S. Department  
of Veterans Affairs

# SECVA Priorities

- Enhancing Customer Service
- Implementing the MISSION Act
  - Establishes Veteran Community Care Program
  - Forms Commission to make recommendations on modernization or realignment of VHA facilities
  - Improves VA Construction
  - Improves Home Loan Program
- Transformation of Business Systems
  - Appeals Modernization
  - Forever GI Bill
  - Financial Management Systems
  - Supply Chain Transformation
- VA/DOD Collaboration
  - Electronic Health Records System
  - Suicide Prevention



# Framework of Success



# Awareness



- System for Award Management (SAM)
- Web Site
  - Resources for Small Business
- Requests for Information (RFI)
- Be Present
- Federal Business Opportunities (FBO)
- VA Vendor Information Pages (VIP)
- Forecast of Contracting Opportunities (FCO)
- VA Top Buys (Fiscal Year 2018 NAICS)
  - 621111, 541512, 236220, 541519, 339112, 339113, 237990, 541611, 334111, 541990
- Trade Publications
- Market Research
- Government Accountability Office (GAO)/ Inspector General (IG)/ Congress

# Awareness: Resources for Small Businesses



VA seeks to do business with “procurement ready” small businesses and offers a variety of resources to help small business owners understand the basics to being procurement ready and doing business with VA.

- **Doing Business with VA Reference Guide**
- **Procurement Readiness Reference Guide**
- **Office of Procurement, Acquisition and Logistics (OPAL) Doing Business with VA Web Page**
- **Subcontracting**
- **Corporate Partnerships**

## Doing Business with VA



The Department of Veterans Affairs (VA) has contracting and procurement activities within its nationwide network of hospitals, clinics, regional offices, Veterans benefits, Veterans Integrated Service Networks, data processing centers, and national cemeteries that require a broad spectrum of products and services.

VA purchases a variety of its supply products and services from national, regional, and local sources.

### Quick Resources

Doing Business With VA Reference Guide (abridged)  and Doing Business With VA Reference Guide (expanded)  are tools to help small businesses navigate the VA contracting and procurement process.

Procurement Readiness Reference Guide  provides information to help small businesses effectively prepare to do business with VA.

VA Small Business Program Goals and Accomplishments highlight socioeconomic accomplishments for each type of reporting mechanism.

Office of Acquisition and Logistics (OAL) provides outlined information and additional resources for businesses working with VA.

Web Link: <https://www.va.gov/osdbu/library/dbwva.asp>

# Awareness: VA TOP 10 NAICS – Fiscal Year 2018



NAICS Code	NAICS Description	Action Obligation	Small Business	%	VOSB	%VOSB	SDVOSB
621111	OFFICES OF PHYSICIANS (EXCEPT MENTAL HEALTH SPECIALISTS)	\$ 2,114,136,604.33	\$ 3,893,632.03	0.18%	\$ (189,812.55)	-0.01%	\$ (1,537,007.73)
541512	COMPUTER SYSTEMS DESIGN SERVICES	\$ 864,708,047.42	\$ 322,525,072.41	37.30%	\$ 316,504,220.80	36.60%	\$ 316,491,514.04
236220	COMMERCIAL AND INSTITUTIONAL BUILDING CONSTRUCTION	\$ 726,527,137.13	\$ 711,012,728.53	97.86%	\$ 675,289,651.76	92.95%	\$ 674,848,105.56
541519	OTHER COMPUTER RELATED SERVICES	\$ 601,791,331.47	\$ 554,170,203.27	92.09%	\$ 534,192,287.77	88.77%	\$ 531,134,826.69
339112	SURGICAL AND MEDICAL INSTRUMENT MANUFACTURING	\$ 441,091,989.28	\$ 228,482,224.40	51.80%	\$ 126,878,353.40	28.76%	\$ 122,183,313.53
339113	SURGICAL APPLIANCE AND SUPPLIES MANUFACTURING	\$ 254,979,698.95	\$ 129,900,655.14	50.95%	\$ 77,510,396.07	30.40%	\$ 72,705,283.11
237990	OTHER HEAVY AND CIVIL ENGINEERING CONSTRUCTION	\$ 207,076,143.07	\$ 200,562,464.68	96.85%	\$ 200,562,464.68	96.85%	\$ 200,562,464.68
541611	ADMINISTRATIVE MANAGEMENT AND GENERAL MANAGEMENT CONSULTING SERVICES	\$ 192,663,982.33	\$ 91,143,441.31	47.31%	\$ 74,088,078.53	38.45%	\$ 70,253,431.36
334111	ELECTRONIC COMPUTER MANUFACTURING	\$ 167,455,646.43	\$ 166,268,481.75	99.29%	\$ 9,262,138.82	5.53%	\$ 9,238,266.82
541990	ALL OTHER PROFESSIONAL, SCIENTIFIC, AND TECHNICAL SERVICES	\$ 141,907,663.14	\$ 77,335,938.39	54.50%	\$ 76,641,651.62	54.01%	\$ 54,449,965.53



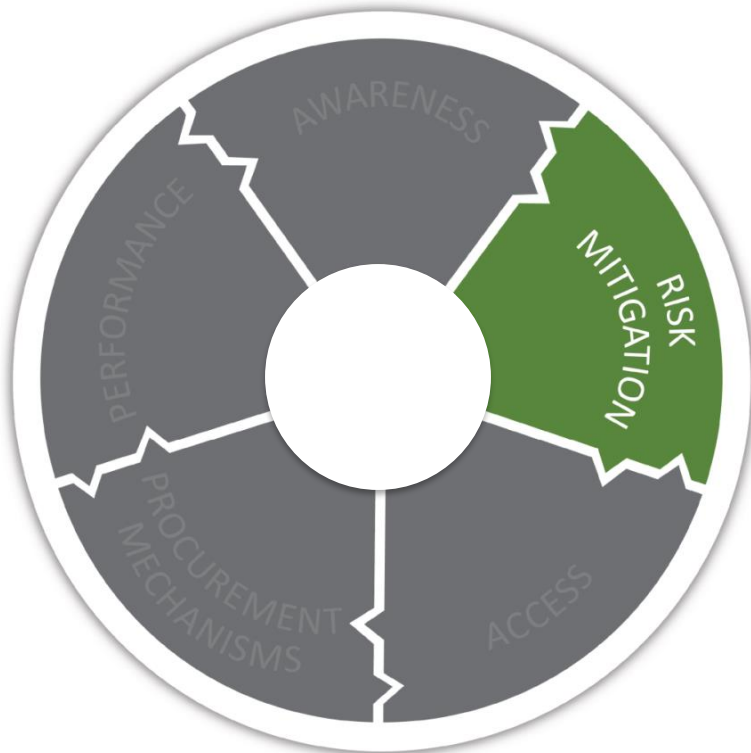
ChooseVA

VA



U.S. Department of Veterans Affairs

# Risk Mitigation



- Get Verified
- Know the Rules/Language
- Demonstrate Procurement Readiness
- Certifications
- Resumes
- Corporate Experience
- Focus on Core Competencies
- Past Performance
- Start Small
- SBA Mentor-Protégé Program



# Risk Mitigation: Why Federal-wide Certification



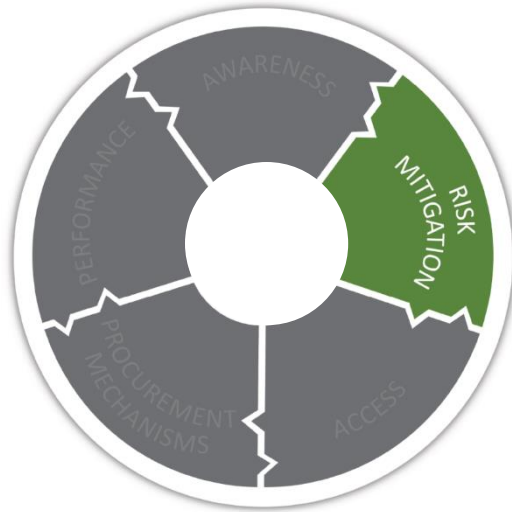
- Congress has expanded small business certification programs at the SBA for all categories except SDVOSB
- SDVOSB is the only socioeconomic category that ***self-certifies***
- Some SDVOSBs that VA has found ineligible continue to self-certify and receive contracts from other agencies
- Creates duplication of effort for SDVOSBs who apply for other socioeconomic certifications
- VA has the only program in the Federal government where SDVOSBs must be verified for ownership and control prior to winning a contract

# Risk Mitigation: Benefits of Federal Certification Of SDVOSB



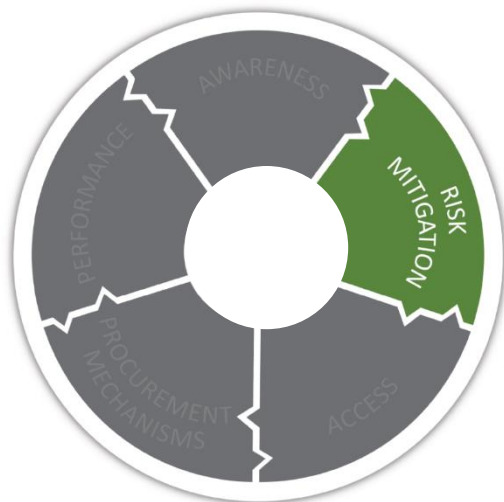
1. Common ownership and control standards across all socioeconomic groups
  - Application with re-consideration process
  - Re-certification at 3-year intervals
  - Continuing eligibility reviews for periods between 3-year intervals as needed
2. Increases confidence in validity of SDVOSB designation by Contracting Officers (COs)
3. Eliminates the self-certification risks
4. Reduces costs and creates synergy with consolidation of programs
5. Reduces level of effort for SDVOSBs eligible for multiple certifications

# Risk Mitigation: VA Verification to SBA Federal-wide Certification



- **VA Office of Small and Disadvantaged Business Utilization (OSDBU) has the legislative responsibility under 38 USC 81274 to verify Service disabled Veteran owned small businesses (SDVOSB) and Veteran owned small businesses (VOSB).**
  - 11,117 SDVOSBs verified
- **Small Business Act allows for self-certification for the rest of the Federal government**
  - 19,950 SDVOSBs registered (8,833 self-certified in DSBS)
- **This transformation initiative is part of the President's Government Modernization Plan.**
- **Legislation proposal from the House Veterans Affairs Committee (HVAC) will transfer the verification responsibilities to SBA, which will expand its current certification mandate to include federal-wide certification of SDVOSBs.**
- **The following actions have been completed towards the endeavor:**
  - H.R. 7169 (VA-SBA Act) introduced 11/27/2018 – bi-partisan support
  - Discussion with the Office of Management and Budget
  - Joint Rule on Ownership and Control
  - Appeals rule
  - Information Technology platform integration strategy

# Risk Mitigation: Education and Training Resources



OSDBU's education and training program offers resources to inform, educate, and increase awareness in areas that will assist business owners that are ready to leverage economic opportunities in federal contracting.

- Video Training
  - Capability Statement
  - Mitigating Risk
  - Being Procurement Ready
  - Being on the right procurement mechanism
  - Responding to Request for Information
  - Doing Business with VA
- Verification Webinars and Town Halls
  - Pre-Application (Every First and Third Friday)
  - Preparing for Reverification (Every First Tuesday)
  - How to Stay Verified (Every Fourth Tuesday)
- Straight Talk, Straight Answers with the Executive Director

VA • Office of Small & Disadvantaged Business Utilization • Strategic Outreach and Communications • Education and Training  
Office of Small & Disadvantaged Business Utilization

### Education and Training

VA OSDBU's educates and trains Veteran-owned and other small businesses on various topics specific to doing business within the federal and commercial marketplaces.

**RESOURCES**

- About VA OSDBU
- Login to Vendor Information Pages (VIP)
- Access List of Veteran-Owned Businesses
- Events Calendar
- Fact Sheets
- Media Library
- Education and Training
  - Small and Veteran Business Programs
  - Doing Business With VA
  - Federal OSDBU Council
  - VA Forecast of Contracting Opportunities
  - Frequently Asked Questions (FAQs)

**SEARCH VA OSDBU**

Can't find what you're looking for? Use the site map »

**CONNECT WITH VA OSDBU**

**Framework for Success**

VA OSDBU's Framework for Success complex processes and knowledge areas into a business model that is a checklist used by VA OSDBU to ensure small businesses are procurement ready, that is, having the ability to meet the requirements necessary to compete for VA and other federal contracting opportunities.

**Awareness:** readiness prerequisites for doing business with VA

**Risk Mitigation:** minimizing business and agency risk

**Access:** market to procurement decision makers (PDs)

**Procurement Mechanisms:** contract vehicles and tools

**Performance:** how you are doing on fulfilling requirements

Web Link: <https://www.va.gov/osdbu/outreach/soc/training.asp>

# Access



- VA Direct Access Program (DAP)
  - Targeted Industry Events
  - VA Medical Center Events
  - Industry Days
  - Industry Events
- Engagement Model
  - What Do You Say After “Hello”
  - Opening Lines to Customers

## What Do You Say After “Hello”

- What problems can you solve for customer?
- What is your solution?
- Why should customer believe you can deliver?
- How does the customer procure your products/services?

## Opening Lines to Customers

- *I can resolve the issues you are having with....*
- *I can provide...*
- *I have had successful experience with...and you can trust in my service and performance because...*
- *I am a Verified VOSB. / I am accessible through... (procurement vehicle).*

# Access: Direct Access Program FY 2019



## Completed Events

- 1 NVSBE Construction Targeted Industry Engagement (TIE)

## Planned Events

- 3 Targeted Industry Engagements
  - Medical Supplies and Services TIE
  - Information & Technology Supplies and Services TIE
  - Other Supplies and Services
- 2 Commercial Events
- 2 Veterans Integrated Service Network (VISN) Events
- 50 VA Medical Center Events
- VA Business Engagement Center (BEC) Events
  - Electronic Health Records Modernization

# Procurement Mechanisms



- Federal Supply Schedules (FSS)
- Blanket Purchase Agreements (BPA)
- Medical Surgical Prime Vendor (MSPV)
- Indefinite Delivery, Indefinite Quantity Contracts (IDIQ)
  - Transformation Twenty-One Total Technology Next Generation (T4NG)
  - Veteran Enterprise Contracting for Transformation and Operational Readiness (VECTOR)
- Sole Source Contracts
- Simplified Acquisition Threshold (SAT)
- Best Value
- Tiered Evaluations
- Lowest Price Technically Acceptable (LPTA)



# Performance

- Contractor Performance Assessment Reporting System (CPARS)
- References/Testimonials





# “How do I find a Vendor to Meet My Needs?”

## BASIC MARKET RESEARCH



# STAY CONNECTED WITH OSDBU

## OSDBU Help Desk:

Phone: 866–584–2344

Email: [osdbu@va.gov](mailto:osdbu@va.gov)

OSDBU Website: <https://www.va.gov/osdbu/>

## Social Media:

Twitter: <https://twitter.com/VAVetBiz>

Facebook: <https://www.facebook.com/VAVetBiz/>

YouTube: <https://www.youtube.com/c/VAOSDBU>



# Questions?



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